

DS&E NEWS RELEASE

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TECHNICAL DEMAND SHOWS END-OF-SUMMER DIP

The High Technology Recruitment Index dipped three points in July to 135, the second successive month in which it has moved downward from the year's high of 141, set in June. The Index is a three-month running average of the volume of recruitment advertising directed to degreed scientists and engineers.

In August, the single-month figure also dropped, moving down nine points to a level of 129, a low not equaled in 1984 since March.

This data, say Deutsch, Shea & Evans, may simply reflect a sharper-than-usual seasonal decline that exceeds the seasonal adjustments built into the Index. If so, a third-quarter upturn can be expected. If the downturn continues beyond three months, however, the possibility of a serious decline in demand will have to be considered. DS&E notes that this is an election year; in the past the Index has moved toward the norm of 100 at the beginning of a new administration.

(MORE)

HIGH TECHNOLOGY RECRUITMENT INDEX
(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
August, 1983	104	106
September	111	108
October	110	102
November	100	111
December	123	120
January, 1984	137	132
February	135	134
March	129	137
April	148	139
May	139	141
June	138	138
July	138	135
August	129	

*Based on a 3-month running average

HTRI is based on recruitment advertising placed in key newspapers and professional journals each month. DS&E, which has maintained the Index since 1960, is a recruitment advertising agency, a subsidiary of Foote, Cone & Belding Communications, Inc.

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